

THE IMPERIAL COFFEE COMPANY'S

TOXAWAY—CRACKER-JACK COFFEE and TEA

STORM
NUMBER
ONE

"BRAIN STORM"

JULY
AND
AUGUST

WORD CONTEST

NOT A SNOW STORM BUT A STORM OF INTELLIGENCE

"BRAIN STORM" NUMBER ONE---FOR JULY AND AUGUST---CLOSES AUGUST 31st
ALL LISTS OF WORDS MUST BE RECEIVED BY THAT DATE

To Introduce More thoroughly Our
Already Famous
Toxaway & Cracker-Jack Coffee and Tea

We Will Offer
**Monthly Prizes in Our
"Brain Storm" Contest**

From Now Until October 31st, Inclusive,
Offering Different
Series of Words for Each Month's
"BRAIN STORM"

Monthly

Rewards

THIS
OFFER IS OPEN TO
ALL CONSUMERS OF
**TOXAWAY and CRACKER-JACK
COFFEE and TEA**

A certificate in every package of these
brands which entitles the holder to partici-
pate in either of our THREE "BRAIN
STORM" WORD CONTESTS and it must
be attached to your list when sent in,
otherwise your effort will not be
accepted. If you have three cer-
tificates you can participate
in each contest if
you wish.

\$100

\$100

For JULY and AUGUST
TEN REWARDS

To Persons Sending the Largest Number of
Correct English Words,
Worked Out of the Following:

"Imperial Coffee Company's Toxaway---
Cracker-Jack Coffee and Tea."

**TEN
REWARDS**

AS FOLLOWS:

For largest number of correct words... \$50.00
For next largest number of correct words... \$25.00
For next largest number of correct words... \$10.00
For two next largest number correct words, each, \$5.00
For five next largest number correct words, " \$1.00

FOR
INTELLIGENT
EFFORTS

One Pound,
35¢

COFFEE

Three Pounds
\$1.00

TOXAWAY

20¢
Quarter Pound

TEA

40¢
Half Pound

**CRACKER-JACK
COFFEE**
Only in 50¢ Pails

ONLY IN
15¢ and 30¢ Pails
TEA
CRACKER-JACK

NEVER Sold Loose---**BUT** at All **GOOD** Grocers---**NEVER** Sold to Tea Stores

The Above Brands Are Guaranteed Satisfactory or Money Cheerfully Refunded

**TOXAWAY
COFFEE AND TEA**
Unsurpassed at **ANY** Price

SAVE POSTAGE

Deposit Your CERTIFICATE COUPONS in
Special Locked Boxes, which will be left with
every Grocer handling the above brands, and
they will be collected weekly by our agents.

**CRACKER-JACK
COFFEE AND TEA**
Unsurpassed **FOR** the Price

FULL PARTICULARS IN EVERY PACKAGE OF THE ABOVE BRANDS

Number One "Brain Storm" Closes at Mid-
night, August 31st. Due Warning Will Be
Given of the September and October Storms.

*This is the Greatest
Introductory Offer*

Our "Weather Prophet" Says "Storm" Num-
ber TWO is DUE September 1st, Lasting
Thirty Days.

EVER MADE TO COFFEE AND TEA DRINKERS

IMPERIAL COFFEE CO., Inc., (THE SOUTH'S MOST PROGRESSIVE AND ORIGINAL
1329-1331 East Cary St., Richmond, Va. "ROASTERS")

TEA

CRACKER-JACK

COFFEE

TEA

TOXAWAY

COFFEE